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THE SPIRIT OF MIAMI ALWAYS RISES ABOVE PAST ACHIEVEMENTS, LIVES IN THE PRESENT AND PLANS FOR THE FUTURE

POSED BY HELEN MOOREHEAD

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OCT -3 1921

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Introductory

MANY books about Miami have been written and printed, and all of them are attractive and informative. They are a credit to the institutions and individuals that conceived them, but in this book we think we have combined the beautiful and artistic with the practical and intelligent, in a way that will appeal to you.

This book couples the real Miami of today with the Miami of the future. While everything in the past of Miami is something we can all glory in, nevertheless, why should one write and think of the past when the present is so wonderful and the future so promising?

Cities, like men, grow only when their faces are turned toward the rising sun. The setting sun is often very beautiful, but if the city, or the man, thinks about it too much, the dreams of achievement that always come with the rising sun of the new day, do not come true as quickly as they should.

Living on past achievement is not the kind of life that Miami wants. Miami wants to live today, and to get so much out of today that tomorrow will bring forth greater effort to achieve its ambition to become the metropolis of the world as to the blessings of Long Life, Health, Happiness and Prosperity.

A metropolis, such as is New York City, is not the kind of metropolis Miami wants to be. While the area of Miami represents more square miles than Manhattan Island, and could be used in the same way, by packing buildings together like sardines in a box, and crowding apartments and streets with millions of people representing every nationality —it would mean nevertheless sacrificing to commercialism everything that makes Miami the most comfortable and the most delightful community in the world.

No, the Miami of the future must be an extension of the Miami of the present, which happily combines business aggressiveness and progressiveness with a wholesome appreciation of what it means to a community to have beautiful homes, surrounded by ample space,decorated with tropical shrubbery, flower and vegetable gardens, palm and fruit trees—what it means to have wide, clean, dustless streets and roadways, lined with buildings that harmonize architecturally—what it means to have the citizenship composed of home-loving, intelligent, progressive, honorable people.

By Earl Royce Dumont
President, Montray Corporation

Seven Subjects Only Make Up the Text of This Book

THEY are arranged to fit in with the artist's ideas as to pictorial effects—not in the order of their importance, but, in combination, these seven subjects, no matter how arranged, are the seven rocks on which Miami is building solidly and enduringly.

On the page opposite and the following page are pictures that give you a panorama of

Miami's Outdoor Pleasures

You cannot fail to be impressed with the variety of inspiring, wholesome, healthful, clean pleasures in which Miami abounds.

The kind of pleasures that Miami provides for its all-the-year-around residents, and its hundreds of thousands of Winter visitors, is representative of the character of the people, who are composed of the best citizens from all quarters of America and all sections of the world. You need not be told that they are people of high ideals; you need not be told how splendidly they have applied the natural advantages of Miami in making it such a wonderfully attractive and compelling city.

After you have had your fill of studying the pictures that set forth so entertainingly Miami's Pleasures (one of our Seven Subjects) then look carefully over every page of this book, and see how we treat the other Six Subjects, which are as follows:

Churches, Schools, Homes, Entertainment, Climate, Business

May we emphasize the business side of Miami in these few words? Business must be progressive and honorable to grow and to last. Progress has ever been and ever will be Miami's watchword. Honor in all transactions is the key that has unlocked the door of opportunity and kept within Miami's area a class of people that themselves are progressive and operate on honor. Success has followed, naturally.

GENERAL SPORTS ABOUT MIAMI

WINTER OUTDOOR LIFE IN MIAMI

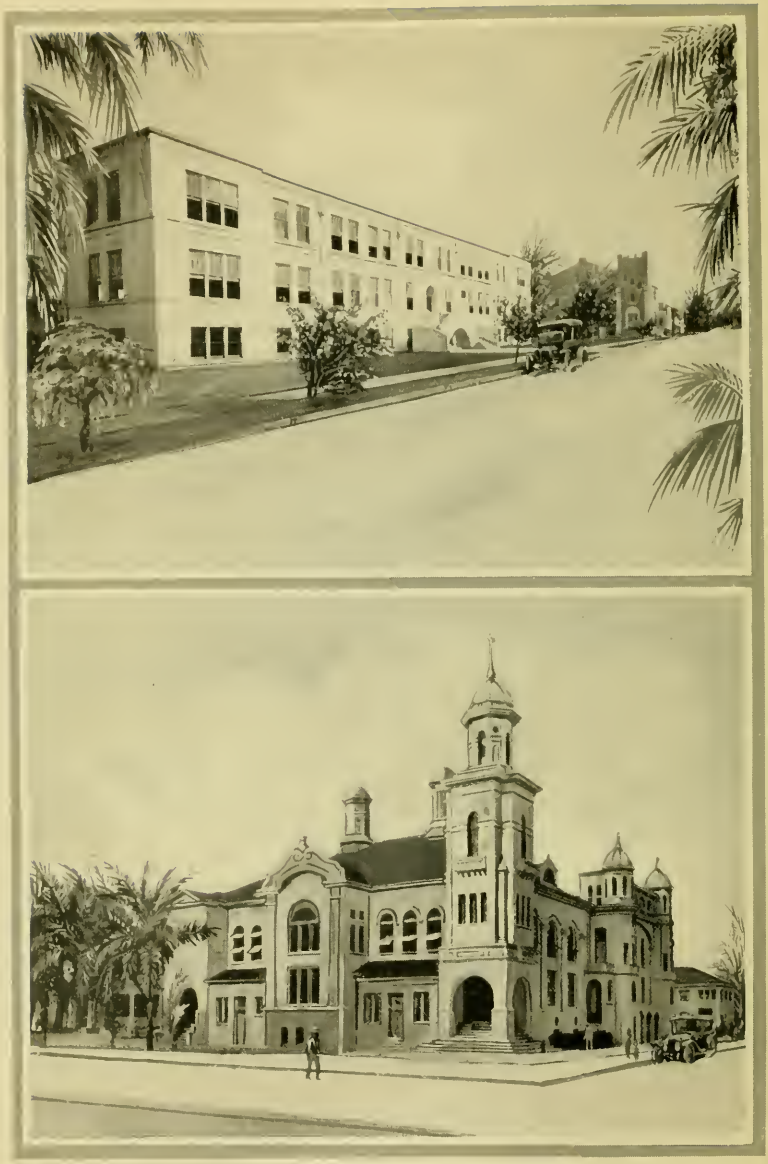
NO one will seriously dispute the statement that a happy blending of the uplifting and practical things one learns at Church and School, with the clean entertainments that are provided by geniuses of the world, makes an ideal life.

It is good to be able to say truthfully of Miami that her citizens, as a whole, look upon their Churches and Schools as the foundation on which they must build their community in order to build enduringly. They realize that moral and mental development make for greater respect of the solid, good things of life, and enable them to get a better return on their general activities. It is their conviction that there must be character as the background for any worth while achievement.

The schools of Miami, both public and private, make a profound impression on both teachers and pupils. There is an indescribable something that inspires them to their best efforts. What is it? Is it the delightful environment? Does Nature's blessings which are showered on Miami in such great abundance have anything to do with the eagerness of both teachers and pupils to train their minds? Is it because they believe that trained minds can better appreciate the beautiful things that surround them? Whatever it is, Miami schools are magnificent in their influence and achievement.

The entertainment side of Miami life is wonderful. It is of a character that permits children to share it the same as grown folks. The whole Miami area is a vast playground. Not a thing is missing, and the beauty of it all is that it exists the year round. It seems as though every best thing that Nature has given to any section of the world she has assembled into one composite best and given all to Miami. The sailing, yachting, house-boating, motor boating, fishing, automobiling, aeroplaning, the open-air concerts, free to all, the musicales in the Conservatory of Music, the dancing pavilions, the movies, the theatres, the sight-seeing automobile trips, the golf courses, the tennis courts, the polo grounds, furnish a variety of entertainment complete enough for anybody.

The good that comes from the Churches, the education that comes from the Schools, the health and pleasure that come from the entertainments make Miamians a wonderful people.



NEW HIGH SCHOOL AND THE WHITE TEMPLE

CHURCH INTERIOR AND AEROPLANE VIEW OF Y. M. C. A., CHURCHES AND SCHOOLS

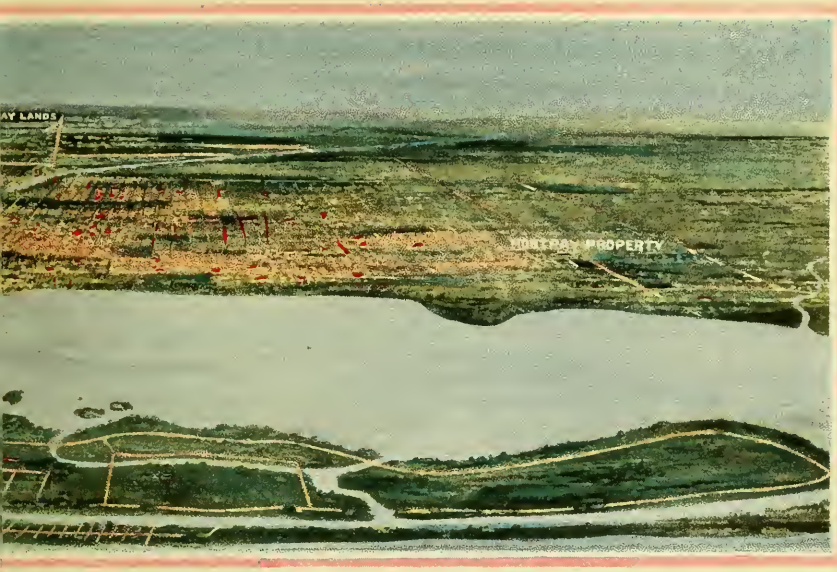
REPRODUCTION OF THE BIG MIAMI PAINTING IN THE RECEPTION ROOM O
THIS PAINTING IS FIFTEEN FEET L

THE photographer who went up in the air with his aviator friend and took the wonderful picture which adorns these pages, was tremendously impressed, as the Miami area, in all its beauty and extent, unfolded itself to him.

And then when Gibson Catlett, that skilful artist with brush and colors, took the picture and reproduced it on canvas, Miami and her environs came very near to looking like actual living things, even though silent, as they stand before one in Mr. Catlett's remarkable painting which is 15 feet long and 4½ feet high.

Take a long, careful look at the extent of the Miami area. Then let your mind grasp a space covering approximately 126 to 135 square miles, all of it divided off into beautiful avenues, built enduringly with coral rock, and lined on either side (except in the business sections) with palm trees, tropical shrubbery and flowers, with all the colors of the rainbow. Don't you see a wonderful setting for the comfortable homes of the people? Surely you have a mental picture of the Miami of the future.

A home amid such environment ought to be the realization of one's dreams. No fairy picture ever stirred the imagination more. With ample space around each home, dotted with flower beds, fruit trees and vegetable gardens—can one think



E NEW YORK OFFICE OF THE MONTRAY CORPORATION AT 561 FIFTH AVENUE.
AND FOUR AND ONE-HALF FEET HIGH.

of anything more ideal, especially as the Miami climate keeps everything fresh and green the year around, and fills the air with health and contentment?

Think of living in a community where every human being has room to breathe and to see the sunshine and to enjoy delightful breezes. Think of children growing up under such conditions! Think of what it means to the health of the people!

Have you observed the general appearance of Miami's year-round residents? Did you ever see healthier looking men, women and children? Did you ever see people anywhere wear brighter smiles? One cannot smile all the while without feeling the thrill of good health and happy surroundings. Miami smiles come from the joy of living in a zone where every section has been wonderfully endowed by Nature, and which never fails to cheer.

As you look again and again at the picture on these pages you will feel the Miami spell come over you, for it is a spell,—only, when it once takes hold of you, it lasts throughout life. One cannot escape it if he would. It is the most fascinating experience in one's life.

In which part of the Miami zone do you intend to build your home? Get a thrill by looking at the homes shown on the two pages following.

SOME OF MIAMI'S BUNGALOWS AND APARTMENTS

TYPICAL MIAMI RESIDENCES

SHALL we whisper to you that it does not make a particle of difference where, in the Miami area, you select a site for your home? "Why?" you ask. Our answer is that tropical growth is the same in one spot as another; that the sun shines as brightly in one spot as another; that the climate distributes health and good cheer the same in one spot as another; that the soothing breezes are felt the same in one spot as another; that wide, clean, dustless roadways and streets exist everywhere; that the ocean beach, with its splendid bathing the year round is accessible to every part of the Miami area; that motor boating, yachting, sailing, fishing are within easy reach of any section by a short automobile drive; that the great variety of entertainments, outdoor and indoor, concerts, theatres, moving picture houses, etc., can be enjoyed by all of the people no matter in which section they live, because they are so near to everywhere; that churches and schools will always be convenient to residents of all sections; that business institutions of all kinds will be within easy reach of all homes.

All people that want to live in Miami can be accommodated with home sites and homes that fit their purses. Miami, in spite of its luxury of climate and environment, is now and always intends to be "open house" to all people, without regard to the fatness of their purses. It is a democratic city in the truest sense, and yet the feeling is deep-rooted that only desirable people—people of character and purpose—can hope to live continuously in Miami. It is only people with a fine appreciation of the beautiful that can live comfortably in the Miamian atmosphere. The dull, aimless, shiftless, irresponsible personality cannot find companionship in Miami, so that lets him or her out.

If you were asked to choose a neighborhood in which to live in the Miami area, you would encounter no embarrassments as regards the character of people that live in all neighborhoods. The only thing that would concern you would be whether you wanted to live on the shore front, or in the heart of the city, or in the suburbs. That's a matter of taste and pocketbook. There is no other thing to be considered, for it is a delight to live anywhere in Miami.

VIEWS IN THE BUSINESS SECTION OF MIAMI

LET'S look into the future a bit, which is a good thing for all of us to do if the "looking" means planning for greater things. All admit that Miami will grow faster from now on than at any time during its 25 years of marvelous progress. All know that it must grow North, West and South, and that it is bound to take in a territory 14 or more miles in length on Biscayne Bay front and 9 or more miles in depth. This territory embraces approximately 100 square miles, or 64,000 acres yet to be developed in the Miami way, which means that it lends itself to subdivisions of building lots (50 by 150 feet) to the extent of 320,000, enough to accommodate 320,000 homes and a population of over 1,000,000 people.

Of course all of this territory will not be subdivided into building lots of the regulation Miami size, because many people will build homes on acreage, equalling in space and elegance the many wonderful homes one sees along the shore front of Biscayne Bay and on Miami Beach. Also, with a fast growing population, there must be more churches and schools, more places of entertainment, more business zones, all of which will cover a big acreage.

Miami is certain to have a population of half a million in a few years' time, but the ample space set aside for Miami's growth means there will be no crowding—no solid rows of buildings to shut out the free light and the free air, which make Miami the wonder city of the world.

It does not require much of an imagination to forecast Miami's future or what it will mean in profit to those who have the judgment to invest in property anywhere within the generally accepted dimensions of the Miami area.

The Montray Corporation, desiring to serve visitors to Miami in every way possible, maintains a Free Information Bureau in connection with its General Real Estate Headquarters. Information will be given gladly on every topic which fits in with life in Miami, thus making it easy for visitors to enjoy every phase of it.

Quite naturally Montray will be interested especially in telling prospective investors where they may buy properties for homes or for business sites, or for small farms or for industrial plants.

The shortest distance between two points is a straight line. Between Miami and Montray there is a straight line.

MARK THIS PREDICTION! There will soon be a fleet of Ocean Steamships plying between the port of Miami and the ports of the World. It will be a fleet of passenger and freight steamships.

At least half of the hundreds of thousands of visitors to Miami annually will prefer coming and going by ocean steamship.

With a great fleet of swift freight ships, the products of the Miami area that are so wonderful, and so much wanted by people everywhere, will be widely distributed, and producers will increase in number and more acreage will be utilized.

Docks to accommodate at one time as many as 24 ocean steamships are planned and will be built, because what Miamians undertake to do they accomplish.

The government will aid in constructing and maintaining a deep, wide channel connecting the Biscayne Bay shore front with the Atlantic Ocean—a distance of about three miles.

Miami, now known to the outside world as reachable by rail and yachts will be on the Ocean and Air map before long, for be it known to you all that great dirigibles carrying hundreds of passengers will land at Miami some day, and not far hence, either. Just as man has triumphed over land by the railroad and over the ocean by the steamship, so will he triumph over the air by the airship.

Yes, Miami is now and ever will be the most wonderful place in the world.

ON the 18th floor of the Astor Trust Building, at the S. E. corner of Fifth Avenue and 42nd Street, New York City (No. 501 Fifth Ave.), the Montray Corporation has maintained a suite of offices for many years. This location is in the heart of New York City, and is perhaps one of the most remarkable in the world.

Looking North, North-East, North-West, West and South-West, which may be done from different windows in the Montray's suite of offices, there is unfolded a wonderful view of the Metropolis which appeals to Montray's thousands of clients who visit New York very often and always find a hearty welcome at the Montray headquarters.

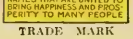
There is great advantage to a company doing business with thousands of people all over the country, in having offices located in New York City which are convenient to railroad terminals, to the shopping and theatrical districts, and to the hotels. Montray's location in these respects could not be more ideal. Clients appreciate it and always say how delightful it is to transact business in an environment so wonderfully, yet not extravagantly staged.

It is as true today as it has been always that people like to do business with an institution that takes pride in its surroundings; that keeps its home in order; that looks and acts the part of success. Montray tries always to qualify in making clients comfortable and to give them real opportunities to profit through business relations with the house.

Montray headquarters in Miami are the best obtainable, following out the Company's ideas of providing clients with every convenience and comfort and extending every possible courtesy.

Montray, North or South, is the same in its conception of service to its clients, and whether clients buy its properties, North or South, they find always a full measure of honest desire to furnish them with investments that will prove satisfactory and profitable.

As a link to bind North and South, Montray closes this booklet with its trademark as its signature.



TRADE MARK

THE MONTRAY CORPORATION
501 FIFTH AVENUE
NEW YORK
TELEPHONE VANDERBILT 4940

Miami Office
36 W. FLAGLER STREET

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0 014 541 238 9